UG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: BBA-DSC-253

(Advertising and Sales Promotion)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

SECTION-I

Attempt 2 questions out of 3 from each unit. Each question carries 2 marks)

UNIT-I

1. Define Marketing Communication.
2. Mention two objectives of Marketing Communication.
3. What do you mean by 'audience' in the context of marketing communication?

UNIT-II

4. What is the USP of an advertisement?
5. What are the methods of setting an advertising budget?
6. What is the message source of an advertisement?

UNIT-III

7. What to test in the ad effectivenes evaluation.

8. What is an advertising organisation?

9. What is the difference between accredited and non-accredited advertising agencies?

UNIT-IV

10. Define Digital Marketing.

11. What is Search Engine Optimization?

12. Differentiate between Digital Marketing and Traditional Marketing.

UNIT-V

13. What is Sales Promotion?

14. Write the objectives of sales promotion.

15. How is a sales promotion budget different from an advertising budget?

SECTION-II

(Attempt 1 question out of 2 from each unit. Each question carries 10 marks)

UNIT-I

1. Discuss the different elements of Marketing Communication Mix.

2. Explain the developing orientation of Marketing Communication.

UNIT-II

3. Define Advertising and Advertising Management. What are the three major types of institutions that are involved in advertising? Discuss briefly the various stages involved in the advertising process. 2+3+5

4. What is Media Planning? What are the media selection problems? Discuss the 4Ws that are involved in building a media plan. 1+1+8

UNIT-III

5. What are the direct and indirect measurements of adversiting effectiveness?

6. Discuss legal ethicaland social aspects of Advertising in India.

UNIT-IV

7. Describe the varous components of Digital Marketing.

8. Describe the role of Social Media Marketing in today's digital era.

UNIT-V

9. Describe the process of preparing a sales Promotion Budget.

10. Explain in detail the various tools of Trade Sales Promotion and Consumer Sales Promotion.

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